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DEPT FOR SCA/CEN (GEHRENBECK), EB/CBA (WINSTEAD)

E.O. 12958: N/A

TAGS: [BEXP](#) [BTIO](#) [ECON](#) [EINV](#) [ETRD](#) [KG](#)

SUBJECT: EMBASSY BISHKEK BFIF PROPOSALS

REF: 07 STATE 159597

¶1. In response to reftel, Embassy Bishkek hereby submits two proposals for the use of Business Facilitation Incentive Fund (BFIF) resources in 2008. Details of the two proposals are outlined below.

¶2. The first proposal is entitled "Facilitating Kyrgyz Attendance at InfoComm 2008."

Justification: In 2008, the Embassy wants to encourage Kyrgyz businesspeople to look to the United States as a source for imports. In the recent past, the Embassy has not advocated or organized trips by Kyrgyz businesspeople to attend trade shows in the United States. InfoComm 2008, which is an international buyer program event scheduled for June 14-20, will be co-located with NXTComm 2008 in Las Vegas. Both shows, which are expected to attract over 1,300 exhibitors, target the audiovisual, information technology and telecommunications sectors. These sectors are growing rapidly in the Kyrgyz Republic. With BFIF support, the Embassy would advertise this trade show and send the Embassy's commercial assistant to accompany Kyrgyz businesspeople to the show. Kyrgyz attendees would pay their own costs for travel and attending the show. The aim of this proposal is to generate increased U.S. exports to the Kyrgyz Republic.

Planning Milestones: Send trade show promotional materials to 20 targeted companies by April 15; Confirm attendees by May 15; Attend show June 16-19; Survey attendees by July 30; Generate summary report by August 15.

Estimated Costs: Total \$4500.00 for advertising, having the Embassy commercial assistant attend (airfare, hotel, trade show fee and per diem) and providing local transportation for all attendees.

Contacts: Commercial/Economic Officer Gregory Winstead (winsteadgm@state.gov) and BISNIS/Commercial Assistant Artyom Zozulinsky (zozulinsky@state.gov).

Leveraging Funding: The Embassy is planning to aid two trade show visits in 2008. Funding to cover another trade show focusing on the construction sector has already been secured from the Department of Commerce.

Outcome/Success Criteria: The number of business agreements reached based on contacts made at the trade show, and any resulting exports of U.S.-sourced goods to the Kyrgyz Republic.

Follow-up Strategy: The Embassy plans to contact participating firms approximately one month after the show to gauge their plans. The Embassy would also reach out again several months later to seek similar feedback.

13. The second proposal is entitled "Doing Business with the United States - 2008."

Justification: In September 2007, the Embassy utilized BFIF and Department of Commerce support to host the "Doing Business with the United States" seminar. The Embassy is still receiving input, leads and inquiries as a result of last year's event. This year, the Embassy proposes to use BFIF and Department of Commerce support to focus attention on certain categories of potential trade and investment as outlined in the updated version of the Country Commercial Guide for the Kyrgyz Republic. Department of Commerce officials have already signaled their willingness to fund the travel of speakers and provide additional support for the 2008 event. While the focus of the seminar would be the mechanics of conducting business, the half-day forum would also provide opportunities for the Embassy to market its resources, the Ambassador to highlight U.S. outreach in a non-political field, the Embassy to engage Kyrgyz officials on the business environment, and permit the local American Chamber of Commerce to recruit new members. The Embassy would target about 100 for attendance at the seminar.

Planning Milestones: Send invitations by April 30; Prepare materials for conference by May 14; Hold conference on or about May 20.

Estimated Costs: Total \$2,000.00 for room rental/service, translation and material preparation.

Contacts: Commercial/Economic Officer Gregory Winstead (winsteadgm@state.gov) and BISNIS/Commercial Assistant Artyom Zozulinsky (zozulinskya@state.gov).

Leveraging Funding: The Department of Commerce has pledged funding to cover the expenses of speakers, additional seminar arrangements and ancillary services, which would complement BFIF support of the proposed event. The American Chamber of Commerce will also likely provide administrative support in running the seminar.

Outcome/Success Criteria: The key outcome will be any increase in imports of U.S.-manufactured goods in the sectors discussed in the seminar. Additional contacts may help raise the profile of trade and business opportunities with the United States.

Follow-Up Strategy: The Embassy would survey Kyrgyz participants approximately one month and six months after the event to determine the impact of the seminar on their business interaction with U.S. partners.

YOVANOVITCH